

Photo

Typositor

INC.

305 EAST 46TH STREET, NEW YORK 17, N.Y. / PL 2-5247

June 30, 1965

Mr. T. Nelson
Box 32
Schooleys Mt., New Jersey

Dear Mr. Nelson:

Thank you for your recent inquiry concerning the Photo Typositor and enclosed you will find the information which you requested.

In order to fully appreciate the many precedent shattering advantages the machine has to offer, you are invited to view a demonstration at this office or on your own premises.

If you will be good enough to contact the writer we will arrange an appointment at your convenience.

The equipment is also available on a lease basis. The lease period, at the purchaser's option, can be from 40 to 65 months in length. The payments vary from approximately \$79.00 to \$55.00 per month depending on the length of the lease. At the end of the lease period the customer can purchase the equipment for a nominal payment.

You will be truly amazed at the Photo Typositor. It can do more for you than all the other film lettering machines combined.

You are assured of our cooperation and we look forward to the pleasure of serving you in the future.

Very truly yours,

PHOTO TYPOSITOR, INC.

George Saperstein
General Sales Manager

GS:ek

enc.

perspective PERSPECTIVE

Photo **TYPOSITOR**

TYPOSITOR TYPOSITOR TYPOSITOR

**TALL
WIDE**

BENDAY

ENLARGE

SSS

SALE

SWING COMPOSER

**ARCS
CURVES**

ABcDEFGH

**COMPOSE
MULTIPLE
LINES**

"!senberfT tant suofT ent"! **COKE!**

A A A A A A A A **BACKSLANT**
ITALICS **E E E E E E E E**

*Sets Perfectly
Connected
Scripts*

as al ul ut or re if

STAGGER
STAGGER

NOW YOU CAN SEE! SEE



PRICE LIST

PHOTO TYPOSITOR	\$2400.00
SOLUTION (Developer & Short Stop)	18.00 per case
PHOTO PAPER (All Purpose) (2" X 100' roll)	4.95
PHOTO PAPER (Thin Base) (2" X 100' roll)	4.95
FIXER	5.00 per pkg.
FONTS	15.00
PROJECTION LAMPS	2.00
YELLOW LAMPS	.99
BENDAY SCREENS	2.00
PHOTO FILM (2" X 100' roll)	11.95
AUTO-SPACE SELECTOR	95.00
SPECIMEN CATALOGUES (In Quantity)	.50

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

*OUTPERFORMS all existing film
lettering machines combined!*

Photo

Typositor
® the visual compositor

Photo Typositor[®]

RAPIDLY COMPOSES
HEADINGS, CAPTIONS AND SUB-HEADS.
IT ENLARGES 2x UP AND REDUCES 4x DOWN FROM A
SINGLE BASIC FILM FONT THAT COSTS ONLY \$15.00!

● The Photo Typositor is a modern, compact, photographic compositor that combines the best characteristics of all the present film lettering machines with many features that are entirely new, revolutionary, and exciting!

Operation of the Photo Typositor is completely visible, electronically timed, electrically controlled, and effortless.

It eliminates the blind mechanical operation and regimented spacing of existing machines by substituting an ingenious photographic optical viewing system that functions even in daylight.

What's more, a completely visible developing chamber develops each letter individually and instantly as it is exposed. You see every letter, every space, every word in the viewing chamber as you compose.

A motorized scaling system adjusts to any pre-determined size to permit you to enlarge or reduce letters as you compose them—right in the machine—without the need of photostats.

Perfect connections and artistic feeling in

spacing can be achieved, even with fine Spencerian Scripts.

Many unusual lettering effects (some illustrated in this brochure) are easily produced in a single operation, on a single strip of paper, right in the machine, in a matter of minutes, achieving results never before possible without using photostats, photography and expensive artwork.

Average composing time is approximately 2 seconds per letter.

The average cost per word is less than 1¢.

The average 3-word line can be printed on 6" of paper.

The operator sits at his work, more relaxed, more confident, because what he is composing is under his complete visual and mechanical control.

No other film lettering machine is like the Photo Typositor!! No other film lettering machine can do what the Photo Typositor does!! It has no equal—no counterpart—it is unique!

To see it is to believe it!



a single
\$15
film
alphabet
becomes
an entire
library of
2800
font sizes,
styles and
proportions
at
no extra
cost!

BIG OR SMALL AAAAAAAAAA

ENLARGE or REDUCE, as needed, to height or width, without stats.
175 size settings from 9 point to 144 point.

TALL OR WIDE

Condense, expand, heighten
or shorten . . . hold one dimension
while changing the other!

BACKSLANT ITALICS

SLANT LETTERS to
the left or the right to
varying degrees.

NO STATS! NO ARTWORK!
NO DELAY! ALL COPY IS INSTANTLY
DEVELOPED AND READY TO USE IN THE SIZE
YOU WANT...DIRECTLY FROM THE MACHINE.

MULTIPLE LINES

Compose 2 or 3 lines on a single strip.
Compose insignias, trade names, designs,
logos, etc. Full visual control
with spacing to any degree.

average
composing
time
2
seconds
per
letter

average
cost
only
2¢
per
word

BEND A A A

BENDAY SHADOWS can be shifted to any
degree or direction. Screen sizes can be
varied in accordance with the percentage of
enlargement or reduction.

STEP DOWN

STEP-UP

Each letter can
be stepped up or
down in facsimile
form or in perspective.

BOUNCE STAGGER

ARCS-CURVES

All possible scrambling of letters to sizes
and positions desired.

ΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGA
ΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGA
ΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGAΩMEGA

Any design repeated from a single film negative.

INTERLOCKED LETTER SPACE D

Full visual control with spacing to any degree.

Photo
Typositor

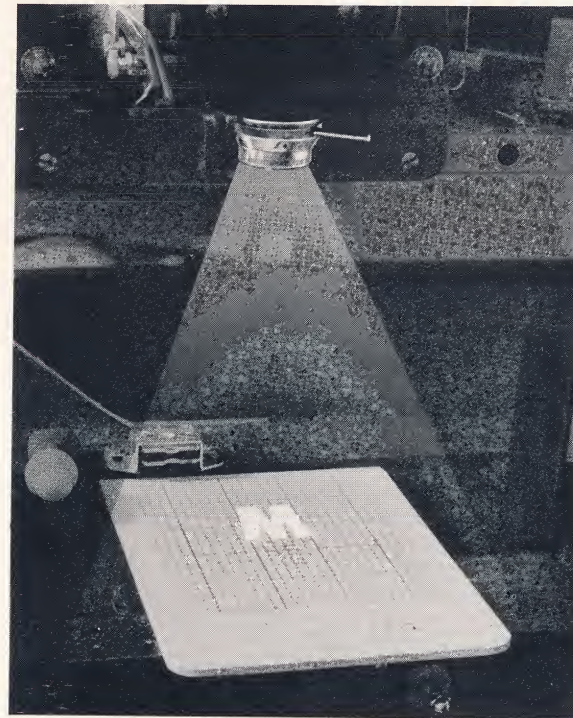
PRODUCES NEGATIVES
OR POSITIVES ON PAPER OR FILM

PAPER: Maximum economy for producing complete ads for photo offset, display and newspaper heads production, etc.

FILM: An ideal medium for producing type and lettering for photo silk screen stencils, television program and motion picture trailers, telops, overlays and sales presentations.

NEGATIVES: The finished film and paper positives can be easily reversed into negative form with a "moditone" available at extra cost.

LAYOUTS: The Photo Typositor projects directly over a layout enabling an operator to modify each letter to fit the proportions required.



USES

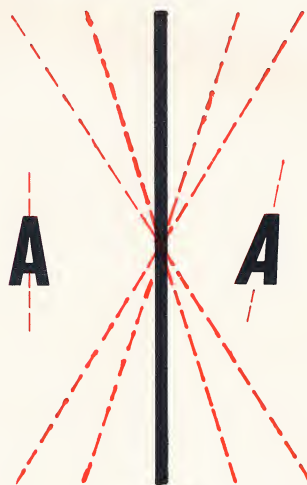
Advertisements
Announcements
Advertising
Specialties
Billboards
Brochures
Balops
Bulletins
Broadslides
Buttons
Car Cards
Counter Signs
Catalogs
Charts
Direct Mail
Decals
Displays
Envelope Stuffers
Fill-ins
Film Strips
Flow Charts
Graphs
House Organs
Handbills
Inserts
I D Cards
Journals
Labels
Lettering
Letterheads
Layouts
Maps
Magazines
Match Books
Manuals
Mail Order
Advertising
Montages
News Releases
Name Plates
Office Forms
Posters
Presentations
Packaging Designs
Publicity
Repros
Reports
Slides
Surprinting
Tapes
Telops
Visuals Aids
Window Streamers
Year Books

USERS

Artists
 Art Studios
 Advertising Agencies
 Art Departments of Firms
 Advertising Specialty
 Manufacturers
 Book Publishers
 Broadcasting Studios
 Business Papers
 Chain Stores
 Carton Manufacturers
 Designers
 Displays Manufacturers
 Direct Mail Houses
 Department Stores
 Duplicating Departments
 Engineering Firms
 Flexographers
 Fountain Pen
 Manufacturers
 Gravure Printers
 Insurance Companies
 Letterpress Printers
 Letter Shops
 Label & Decal Printers
 Lithographers
 Mail Order Houses
 Motion Picture Studios
 Newspaper Publishers
 Offset Printers
 Package Designers
 Paper Box Manufacturers
 Periodical Publishers
 Photostat Studios
 Schools
 Screen Processors
 Sign Shops
 Stamp Manufacturers
 Super Markets
 Television Program
 Producers
 Thermographers
 Topographers
 Typographers
 Universities
 U. S. Government Agencies
 Army
 Navy
 Air Force
 Vet. Administrations
 and many Reporting
 Bureaus using cold
 type copy for
 reproduction.

MODIFICATION LENSES ARE AN INTEGRAL PART OF THE

Photo
Typositor



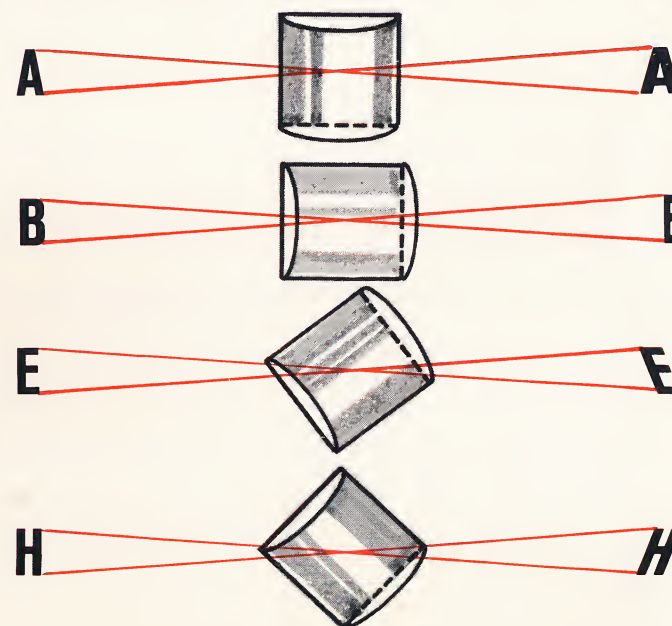
MANY FOUNDRY TYPE FACES are not available in oblique or *italics*. The Photo Typositor can backslant or italicize any type face film font, or hand lettered style, to varying degrees of slant.

A VIEWING PLATE is included with the equipment for determining the exact amount of slant prior to composing.

THE MODIFICATION LENSES supplied with the Photo Typositor add to the versatility of the machine.

Condense, expand, heighten or shorten any letter, as you desire. Hold one dimension while changing the other.

Exact percentages of reproportioning can be predetermined. The Photo Typositor Operating Guide gives complete details of procedures to follow in the use of modification lenses for all degrees of reproportioning.



SETS *Perfectly Connected Scripts* EVERY TIME!

The unique viewing system of The Photo Typositor eliminates the blind mechanical operation and regimented spacing of existing machines.

IT LETS YOU SEE EVERY LETTER, every space, every ascender, every descender, every connection, every interlock, every overlap, every word...every step of the way.

NO "CODES" ARE NEEDED for guidance. No mechanical skill is called for in joining letters, and no touch-ups are required after setting.

OVER 88 STYLES of hand-lettered scripts are available from our master font library now. Additional designs are being processed and will be added from time to time.

MANY STYLES have ligature combinations and a choice of vowels.



Seven Danger Signals

the season when you need them!

Bright Gal-Beauty Too!

fantastic

Thirty Rockefeller Plaza, New York City

Where are the young?

Perfect!

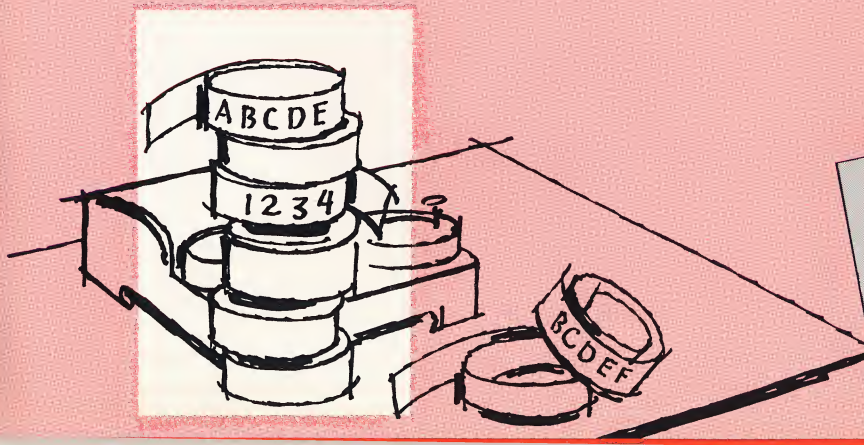
OVER 500 FONTS ARE AVAILABLE FROM OUR MASTER FONT LIBRARY

SCRIPT
GOTHIC
ROMAN
OUTLINE
FANCY
ORNATE

SHADED
SHADOW
CALLIGRAPHY
SANS SERIF
SQUARE SERIF
HAND LETTERING

and FOUNDRY TYPE STYLES

THE PHOTO TYPOSITOR functions from all 2" standard, custom or private film alphabets, or from film strips of any black and white art. Whatever the size of the letters on film negatives, you can enlarge them to twice size, or reduce them to 1/4 size or any fraction in between. The machine sets from approximately 9 pt up to 144 pt—1/8" up to 1 7/8". You can get thousands of variations in sizes, proportions and slants, from a single basic Photo Typositor film font that sells for only \$15.00...and it can be used indefinitely.



NOW LET'S COMPARE **FEATURES** AND **ADVANTAGES...**

FEATURES AND ADVANTAGES	PHOTO TYPOSITOR	MACHINE "A"	MACHINE "B"	MACHINE "C"
ENLARGE • REDUCE (a)	YES	NO	NO	NO
CONDENSE • EXPAND (b)	YES	NO	NO	NO
ITALICIZE • BACKSLANT (c)	YES	NO	NO	NO
CURVES AND ARCS	YES	NO	NO	NO
BOUNCE AND STAGGER	YES—VISUAL	NO	NO	MECHANICAL AND BLIND
PERFECTLY CONNECTED SCRIPTS	YES	NO	NO	NO
INDIVIDUAL LETTER-SPACING	YES	NO	NO	NO
STEP DOWN • STEP UP	YES	NO	NO	NO
EXAGGERATED CAPS (ALIGNED)	YES	NO	NO	NO
VISUAL SPACING	YES	NO	NO	NO
SEE EXPOSED LETTERS	YES	NO	NO	NO
USE IN FULLY LIGHTED ROOM	YES	NO	YES	TABLE MODEL — NO FLOOR MODEL — YES
DEVELOPMENT & FIXING TIME	IMMEDIATE	2 MIN. BY HAND	2 TO 2½ MIN.	2 TO 2½ MIN.
CHEMICALS READY-MIXED	YES	NO	NO	NO
COST OF FONTS	\$15.00 each	\$22.00 EACH	\$28.00 EACH	\$20.00 EACH
COMPOSE DIRECTLY OVER A COMP	YES in subdued light	NO	NO	NO
AVAILABLE TYPE FACES IN SIZES, SLANTS AND PROPORTIONS	OVER 1,000,000*	300 BASIC plus pt. sizes	300 BASIC plus pt. sizes	300 BASIC plus pt. sizes

* 2,800 SIZES, SLANTS AND PROPORTIONS from a SINGLE FONT—1,400,000 from our Master Library of over 500 FONTS

- (a). The Photo Typositor enlarges and reduces to 175 size settings. (b). Condenses and expands each to 4 varying proportions.
 (c). Backslants and italicizes each to 4 varying degrees of slant.

Photo Typositor

COMPOSES ENTIRE ADVERTISEMENTS
AND NEWSPAPER HEADINGS...**RAPIDLY!**

Any member of your staff can be taught to operate it efficiently and effectively in just a few hours. The Photo Typositor saves much time and money in composing display material for reproduction. Copy changes can be rapidly composed, and, if required, any style of lettering may be modified in proportion, size or slant to fit a given area. The flexibility and speed of the Photo Typositor makes it especially effective for the production of captions and sub-heads for any printing process.

This entire
record jacket
was produced
at a cost of
only 2¢ per
word

STEREO

BERT KAEMPFFERT AND HIS ORCHESTRA

DECCA

AFRIKAAN BEAT

AND OTHER FAVORITES

BERT KAEMPFFERT AND HIS ORCHESTRA

Including:
DANCING IN THE DARK
MOONGLOW
STARDUST
SOLITUDE
CHEROKEE
WHERE OR WHEN
JUST AS MUCH AS EVER

These headlines
and subheads were
produced from a
single font at a
cost of only 2¢
per word

TERROR RIDE

Escaped Con Kept
Four Hostages at
Gunpoint
For 12
Hours



CITY UNDER ICE

Men in 'Deep Freeze' Home
Would Die if the Power Failed
They Don't See the
Sun for Months
They Drink Water
1000 Years Old



By Day MOLL By Night



I Lived Like An Animal Says Edith Piaf



'Kill Me With Cancer' Henri D...

NATIONAL
ENQUIRER
THE WORLD'S LIVELIEST PAPER

SPORTS 15¢

One Man Holds
Off U.S. Army
Edith Piaf Sold
Herself to Dope
Ice City—30 ft.
Under the Arctic
He Drowned the
Girl He Loved
Mom by Day,
Moll by Night



Love
Is a
Game
With
Me

Says
Mylene
Demangeot

There's MORE in
The ENQUIRER
12 Feature Stories
8 Columns
58 Pictures
5 Cartoons

My Wife's Hour of Horror A Fiend Burst Into Our Home And 'Scarred' Her for Life

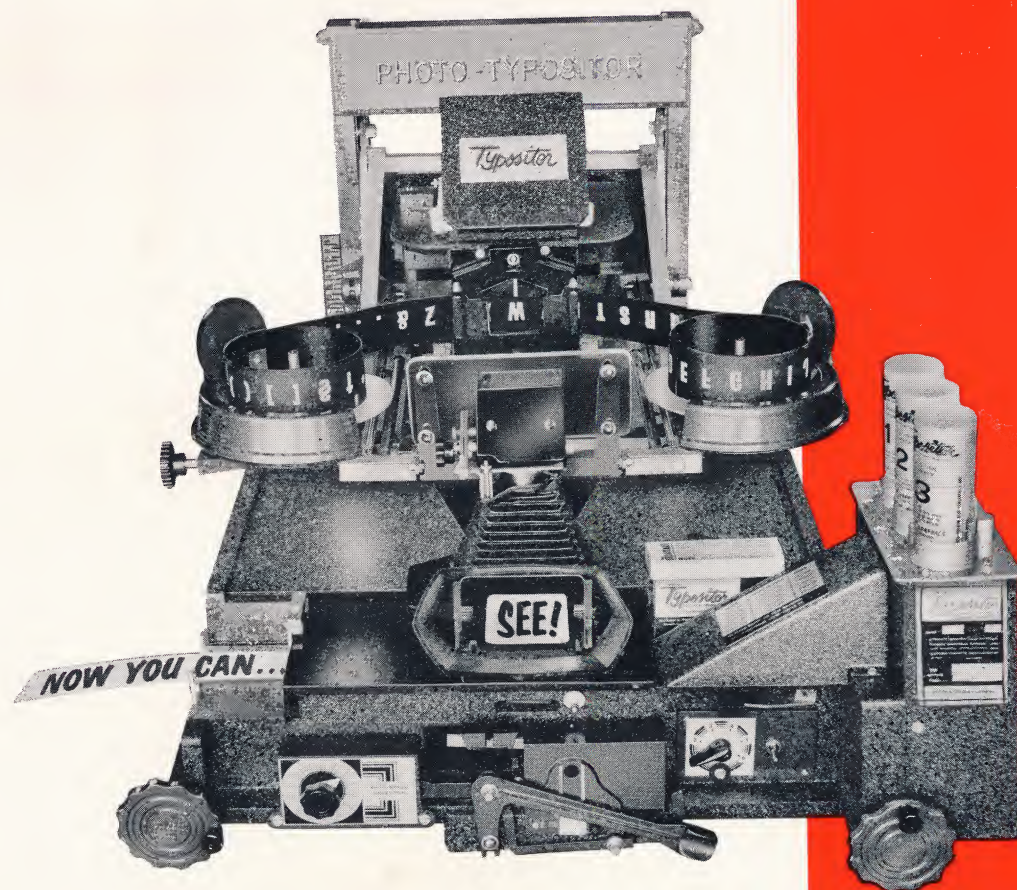


Photo
THE *Typositor* INCLUDES...

all the necessary materials for its immediate operation... thorough training for any member of your staff—on your premises...parts warranty for one full year. A yearly service contract is also available to further assure its uninterrupted efficient operation.

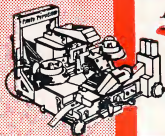
Each machine is completely equipped with point size adjusting scales, proportion calculator, 2 modification lenses, two film fonts, 100 feet of photographic paper, 18 bottles of concentrated liquid processing solutions... specially formulated for the Photo Typositor, an instruction manual for rapid reference covering all phases of its operation and maintenance, and many additional miscellaneous accessory items to make up a complete package. *There are absolutely no hidden extras!*

TRAINING CENTER. Additional schooling is available by appointment at our New York Training Center. This service is Free for any member of your staff... anytime!



Gentlemen:

We are interested in learning more about your Photo Typositor. Please contact the undersigned for a demonstration in my local area.



Photo

Typositor

the visual compositor

Company.....

Address.....

City.....Zone.....State.....

Telephone.....

Type of Business.....

Principal.....

No postage
stamp necessary
if mailed in
United States

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 61064, NEW YORK, N. Y.

POSTAGE WILL BE PAID BY

Photo
Typositor INC.
the visual compositor
®

305 EAST 46th ST. • NEW YORK 17, N. Y.



A REVIEW OF *Photo* **Typositor** INNOVATIONS

1. Calibrated percentage scales.
2. Enlarges and reduces to 175 different size settings.
3. 2800 variations in sizes, proportions and slants from a single font that costs only \$15.00.
4. Condenses or expands to four varying proportions. Back-slants or italicizes to four varying angles.
5. Sets type to height, width, proportion and slant without the need for photostats.
6. Letters can be interlocked, overlapped, exaggerated, distorted, angled or spaced.
7. A single emblem or design can be repeated into borders, scrolls, or on background tints.
8. Letters can be stepped up or stepped down in facsimile or perspective.
9. Benday shadows can be cast in any direction, or entire letters can be screened.
10. Connects all scripts perfectly.
11. Combines & aligns combinations of type from varying fonts.
12. Reduces to $\frac{1}{8}$ " and enlarges to $1\frac{1}{8}$ ".
13. Produces lettering in positive or negative form on acetate, film, or paper. (With reversal kit, available at extra cost.)
14. Sets multiple lines on a single strip of paper or film.
15. Operates with or without viewing magnification.
16. Can produce complete circles directly over a layout in a yellow lit room.
17. Has preset stops for uniform bounce, stagger or curving.
18. Accepts all existing 2-inch film reels.
19. A pica graph plate is included for viewing letters directly over a layout.
20. Over five hundred fonts available from our master library.
21. No chemicals to mix. All solutions are concentrated liquids.
22. An average operator can produce several hundred dollars worth of lettering in one day.
23. Average cost of all materials is approximately 2¢ per word.
24. Complete instructions given to any member of your staff.
25. The machine includes two film fonts, photographic paper, processing materials and all accessories. There are no hidden extras.

**Mail this card now...we'll be glad
to arrange a free demonstration**

SPECIFICATIONS

CURRENT: 110 Volt A. C. • 250 Watts, domestic.
Conversions for all foreign countries.

OUTLET: Standard Office Type.

FLOOR SPACE: 48" x 48" minimum (corner area preferred) includes area for operator.

TABLE OR DESK: 30" x 48" minimum; 32" x 54" preferred.

CHAIR: Standard Office Type • Adjustable type preferred.

PLUMBING: Not required.

DARK ROOM: Not required.

MAINTENANCE: It is as simple to maintain as an average office machine.

The PHOTO TYPOSITOR is of durable rigid construction with a plastic wear-resistant and washable finish.



An operating guide is included with each machine. It gives detailed operating instructions in sequence; indicates the methods for achieving perfect lettering variations and provides valuable maintenance suggestions.

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Typositor
® *the visual compositor*

THE AUTOMATIC SPACER

(OPTIONAL EQUIPMENT)

The Automatic Spacer on the all-new Photo Typositor permits setting to accurate pre-selected letter and word spacing. With this new device an operator can control any amount of space, in points or picas, between letters and words, by just setting a dial. No color coding, blind-setting or memorizing is required. The Space Selector not only spaces letters properly and uniformly, but also kerns letters such as "WAV", etc., allows instant adjustments of any letter combinations—and you see what you set as you set it.

MIAMI FACTORY AND SHOWROOM
1398 N.E. 125th Street • North Miami, Florida
Phone: 757-0628

TYPESETTING
MIRACLE OF THE
GRAPHIC
ARTS!



PHOTO TYPOSITOR INC. • 305 EAST 46th STREET • NEW YORK 17, N.Y.

Sales and Service Offices throughout the United States and Canada